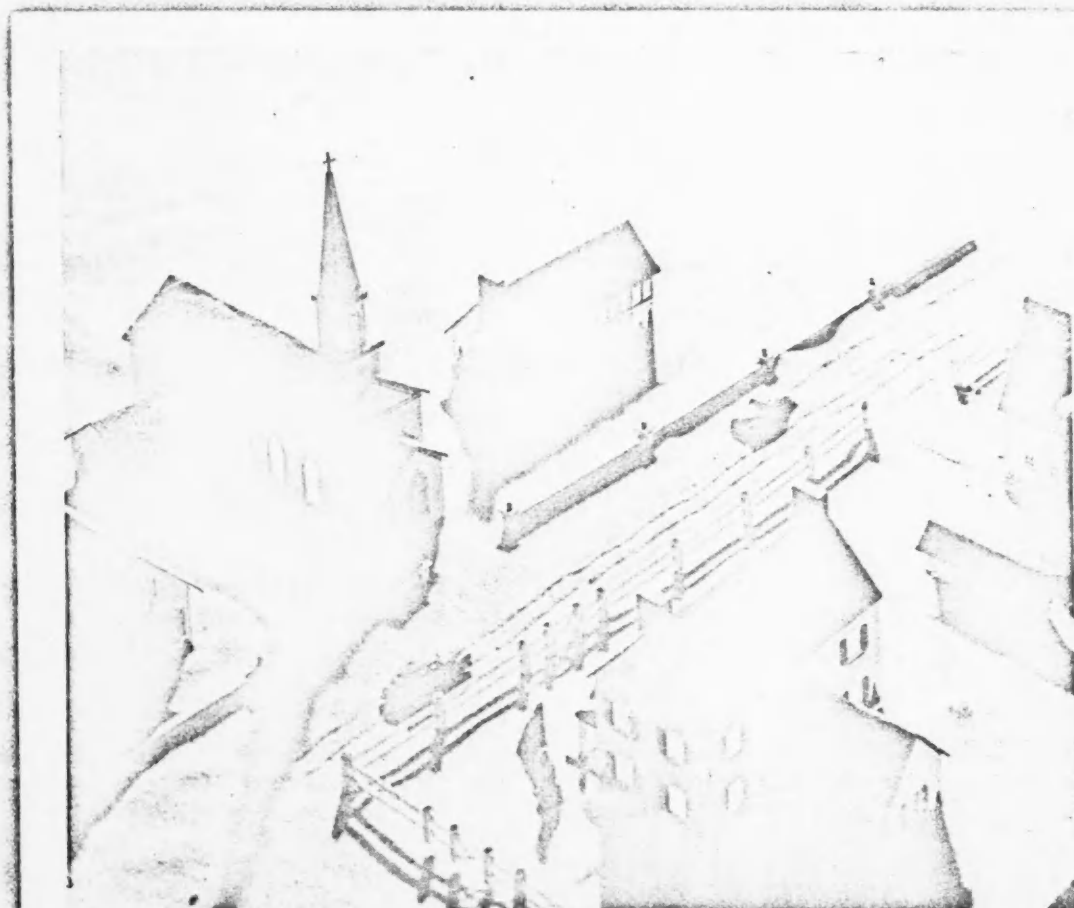


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CANADIAN REALTOR — DECEMBER, 1959



* "It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.

EDITORIAL —

A Decade Closes

* The fifties are closing out a decade of prosperity never before equalled in Canadian history. Housing starts have indicated this. Tight money is another aftermath. Construction, both private and government has aided the bubbling economy.

* Last year, for instance, \$810 million went into housing. This is some 25% above 1957. About two-thirds of this came under the National Housing Act. In 1958 C.M.H.C. guaranteed over 37,132 loans made by approved money lenders and, 83,242 dwellings were approved for financing.

* In the past four years Canadian Banks have poured over \$1 Billion into House Building. In 1957 alone, banks were approving loans at the rate of one every seventeen and-a-half minutes of a working day.

* Builders and contractors, through their Associations are expected to pressure the government to increase the N.H.A. interest rate from 6 to 6½% or better. It is their feeling that more funds will be released if approved lenders are given this boost in financial returns.

* Whatever is in store for Realtors in the 60's, one thing is certain. Mortgage money must flow with fair volume into the stream of national spending if New Housing starts are to keep up with the demand. There are at least 150,000 new houses required for 1960 alone and building funds will be needed to turn the spade. Possibly an increase in mortgage rates is the answer.

* To sum up the predicted economical picture for 1960: *business will remain sound!*

* * * * *

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December, 1959

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PANEL EXPERTS EXPOSE PERSONAL OPINIONS

In the November Realtor we published "Population & Urban Development" by Dr. Albert Rose, University of Toronto and "Monetary Conditions" by W. F. Lougheed, Consulting Economist, Toronto. These remarks were made at the September convention of CAREB, in Saskatoon.

We now publish, in this edition, "Housing Finance" by P. S. Secord, Ottawa, Vice-President C.M.H.C. and, "Planning Problems of Tomorrow" by Anthony Adamson, Planning Consultant, Toronto.

"Canada's Future", by A. B. Brown, Ass't Treasurer of the Great West Assurance Company, Winnipeg, will be published in the January Realtor. This will conclude the series of articles.

The interviewers are: Hugh McKeown, Ottawa and Pat Harvey, Brantford, Ontario.

P. S. SECORD, Ottawa "Housing Finance"

McKEOWN: "Mr. Secord, I think the best first question we can pose to start this interview going, would be to ask you to explain the lending facilities available under the National Housing Act."

SECORD: "Mr. McKeown, I am sure you and many of your conferees here at the convention know quite a bit about the National Housing Act, the facilities available and what can be done under it. However, for those who haven't been quite as close to it, I will be glad to explain that there are two main classifications of loans under the Act. Loans for home ownership and loans for rental housing. The bulk of the lending in the past, and I should say since 1954 when the new Act came in, has been by approved lenders who use their own money in making the loan and C.M.H.C. insures those loans. Banks also make home improvement loans, of which there has been a very great volume up to the present time, and it is still a large volume going through the banks at the present. Where insured loans are not available from approved lenders, then Central Mortgage and Housing Corporation can make direct loans.

For home ownership, these loans are available to home owner applicants, to builders building for sale, and to co-operative associations. I might say that direct loans are made by the corporation on the same terms and conditions as are the loans which are made by approved lending. Central Mortgage makes no direct loans for rental housing except in the low rental field under Section 16, which is the limited dividend section of the National Housing Act. We make loans to private companies who build and manage low rental accommodation for the low income group and for elderly persons.

Central Mortgage functions include encouragement to the private lender to make mortgage funds available but, since there has been a shortage, as some of you know, in mortgage funds under the N.H.A. for some time, the residual lending program of Central Mortgage and Housing Corporation has grown in importance."

McKEOWN: "Mr. Secord, does C.M.H.C. promote or encourage the construction of higher priced homes?"

SECORD: "Well, the answer to that is that we do not encourage the construction of higher priced homes.

Some people feel that the terms, high priced and quality are synonymous. This is really not true. We encourage good quality housing, but for the low or moderate price. With the maximum N.H.A. loan of \$12,800.00 plus the insurance fee, you can see that it is unattractive to finance expensive homes under the Act. The two most popular designs, in our small house designs booklet, No. 231 with 1013 square feet, and another with 980 square feet, are much more in demand than the larger houses."

McKEOWN: "Is there a certain earning capacity required in connection with N.H.A. loans?"

SECORD: "There is no stipulated income of an applicant for an N.H.A. loan. The income is only related to the amount of the loan. N.H.A. regulations as most of the people here know, state that not more than 27 percent of the mortgagee's income can be used to pay Principal, Interest and Taxes without getting special permission. There are some exceptions, but they are very few.

Central Mortgage and Housing Corporation policy is to encourage thirty year amortization instead of



P. S. SECORD, O.B.E. — OTTAWA

Mr. Secord was appointed Vice-President of Central Mortgage and Housing Corporation in November 1950. His prior experience with the Crown Company commenced when he joined the staff as Ontario Regional Supervisor in April 1946.

He entered World War I as Flight Cadet in the Royal Canadian Navy. During World War II he rejoined the R.C.A.F. and rose rapidly to the rank of Group Captain with duties as Chief Works Officer, Western Air Command, Vancouver. It was here he was awarded the Order of the British Empire for outstanding work. Before joining C.M.H.C. Mr. Secord was actively involved in heavy construction and housing. He is a native of Brantford, Ontario.

the normal twenty-five year, when the payments exceed this 27 percent of income.

People with extremely low income can build under the N.H.A. Many Canadians have built houses under the National Housing Act (N.H.A.), when the cost of the house and land has been around the nine thousand dollar mark. These have been built to our knowledge, in about eighteen centres. The loan is \$8,100.00, the income as low as \$2,935.00 a year. This is figuring, of course, a person living in an area where the tax rate of about \$15.00 a month is applicable.

I might just mention that in Saskatoon there are quite a number, I would say 150, maybe more than that, houses going up at the present time which are selling at around the \$10,000.00 mark."

McKEOWN: "Mr. Secord, are mortgage funds available for low cost housing?"

ED'S NOTE: Mr. Secord's remarks were made in September. Since then, the remaining monies left from the billion dollar fund under N.H.A. have been committed. This occurred by October 31st, 1959.)

Secord: "Yes, they're available for home owners and for low rental units in low income groups. In respect to the home owner area, the direct loans are made to the groups I mentioned before; the home owner, the builder, building for sale and the co-operatives. In the smaller centres, Central Mortgage and Housing Corporation makes loans on the same terms and conditions as approved lenders make loans. And in the same type of houses. However, in the larger centres, direct loans are only available for houses within certain size limits, and those houses which have no luxury items.

Between September 1st and December 31st of this year, the corporation is again making loans to builders for sale. This is partly a winter work program and, at the same time, it is keeping the pace of housing on an even keel rather than having the humps and valleys that we have had in the past. In respect to this, since September 1st we have approved about five hundred loans. Another hundred loans were in last week, so you can see that we are going ahead putting our real money, approximately about eighty-five million dollars into this group. We will be

taking applications till the end of the year.

McKEOWN: "Mr. Secord, what happens if the borrower defaults?"

SECORD: "There is no simple answer to this. I think many of those here will know quite a bit about this problem. Under the N.H.A. if it is an approved lender's loan then this is up to the lender to make his own decisions to what steps he takes, within certain limits. For direct loans by Central Mortgage and Housing Corporation each case of default or delinquency is dealt with on its own merits. There are really three categories of delinquents, one where there is pure neglect, another where there is deliberate default and the third which is the most common, where certain circumstances, beyond the control of the borrower has put him in a bad position.

If the borrower is sincere and he's taken ill or is temporarily unemployed then it may be possible to work out an arrangement for reduced payments until he is back on his feet. I don't think that any lender wants to foreclose if a reasonable arrangement can be made for liquidating the debt.

In connection with default, we feel that the majority of these are due to the borrowers assuming too big a debt. I would refer especially to the Toronto area and it possibly refers to one area in Vancouver where the trouble is the matter of a large second mortgage.

Mr. Shortill touched on this subject yesterday. He said there is nothing wrong with the second mortgage, but no one likes the huge discounts which are sometimes taken by the lender. I am sure that you are aware of the dangers of this situation. I suggest to the benefit of all concerned that borrowers should be scared away from the type of house and the financing arrangements that they really cannot afford.

I further suggest that it really is a disservice not to inform purchasers of the former commitments of second mortgages which they are undertaking."

McKEOWN: "That is very good advice for all of us to take. Now, Mr. Secord, there have been suggestions from time to time that N.H.A. loans should be available for used housing. Would you care to comment on this suggestion?"

SECORD: "Now this is rather a ticklish subject. This move would require new legislation under the National Housing Act, more N.H.A. money would be required and with the current demand for mortgage funds this might not be an appropriate time to enlarge the N.H.A. field. Since new legislation is involved however, this is strictly a matter for Parliament. I don't think I should say anything further at this time."

McKEOWN: "Does C.M.H.A. promote single family accommodation rather than dividend housing?"

SECORD: "We do not promote any particular type of housing or possibly, I should say that we promote all types of housing. We promote good design and sound construction. Most families, however, want to own their own houses and they want these to be, in fact, single dwellings.

We're very concerned about the urban sprawl which has happened in some localities and we do foster, by various means, good community planning. The latest indication of the interest in this field is the announcement by our Minister of the thirty thousand dollar grant to the Royal Architectural Institute of Canada for study of ways to improve our residential environment. Low housing is good in its place for Federal-Provincial low-rental housing; for National Defence Housing, where we have used a lot of it, and for the dividend prospects. As a matter of fact there are several hundred units of limited dividend low-housing projects existing today in Saskatoon and in Regina."

McKEOWN: "How has the volume of housing in Canada held up so far this year, and also could you give us an indication of the prospects for the full year of 1959?"

SECORD: "With the volume in 1958 far exceeding any previous year, housing in 1959 is holding up very well. No one expects 1959 to be as great, or to reach the same volume as the previous year. Here are a few statistics for the eight months of this year. In centres of five thousand and over, the starts are 67,264 units as opposed to last year's 77,054 units, ten thousand difference, down.

Completions this year — 64,000, as opposed to 60,000 last year. This is up. Whether this will continue or not I don't know. The builders' direct loans that I mentioned a while

ago, are of course, adding to the the program, and will continue to add as we get more applications. We really expect quite a spurt in housing starts in the last four months of this year. I would say that for the full year of 1959, we can assume that the starts will be in the neighborhood of 135 to 140 thousand, which will make this Canada's second or third best year in housing so far."

**ANTHONY ADAMSON, M.A.
Toronto**

"Planning Problems of Tomorrow"

HARVEY: "Dr. Rose (see November Realtor) while answering questions regarding population growths, may

in the future, unless some radical changes are available to the municipalities to deal with these problems, I am unhappily pessimistic."

HARVEY: "You are pessimistic?"

ADAMSON: "That we can cope with it."

HARVEY: "Do you think we will cope with it?"

ADAMSON: "We're not coping with this problem now, and, if it gets much worse, what are we going to do?"

HARVEY: "Do you think that there will be any marked change in the social approach to housing?"

plan for or do you think planners will include that philosophy in their app planning?"

ADAMSON: "I think that have ideas on this matter, ners aren't the people who know. It is the politicians very largely influenced by estate interests and the like, of the ideas that are known as called *Ivory Tower*. I don't really think it is plan disposable houses, or able houses yet. But I think the back of every person's looks ahead, we have to some extraordinary change will take place."

ANTHONY ADAMSON, M.A. — TORONTO

Educated at Wellington College and Cambridge University with post-graduate studies at London University and Grenoble in France.

Mr. Adamson is a Planning Consultant headquartering in Toronto. His duties include Associate-Professorship at University of Toronto (Town Planning at the School of Architecture).

He has had several years' experience in Municipal affairs including School Board, Planning Board member, Reeve Toronto Township (1953-54) and Chairman Public Utilities Commission. In 1959 he was appointed Vice-Chairman, National Capital Commission, Ottawa. During the Seaway project, he was general consultant for the Development Commission.



have inadvertently hit upon something in your proposed answers. However, would you give us your opinion on what effect you feel these population changes have on planning?"

ADAMSON: "Well, I think, that as we have heard these great cities, the metropolitan areas, places like Montreal and Toronto, will become a sort of shifting ant heap of people, spreading ever onwards, out into the country. To plan anything like that is going to be bad enough now, but,

ADAMSON: "It is my belief that the average Canadian home, which we all are so proud of owning and which we believe so thoroughly that, next to motherhood, home-ownership is God's greatest gift. We own a home for four and a quarter years and that, I think, shows a curious mobility in the population. I believe that the length of time we are owning these homes is getting less and less.

HARVEY: "Well, do you think that the view is too idealistic to be able to

HARVEY: "Do you think that may be some significant change the automobile, its use and age and so on, and that planners going to take that into consideration?"

ADAMSON: "I think a crash is quite soon, in our means of about. I look upon the present monster, which we go about the time, as a room in the house the first room that has wheels. It is an expression of utter mobility.

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There are many things that we do in motor cars now, that our grandfathers used to do in conservatories. It is about the only room in the house that we can put the windows up and down with ease. Another thing, it is the only room in the house where we can look out at a different view. We do get tired of looking out at old bent trees with tin boxes on them and wires and things.

I think that this is sort of stimulating a change in housing. But, to go back to the car itself, there are I believe, quite a number of inventions that are almost ready to be put on the market, and would possibly be put on the market, if it were not for the great interests already wrapped up in the car. I am told by economists that one industry in nine is dependent on the motor car, and if that is so, naturally any change in the car is met with some degree of inertia. But, there are experiments in hover-craft and those things the Ford Motor Company call the Lever Car, which could revolutionize auto-mobility.

My own feeling is that we may look to three kinds of transportation change. First of all, the idea of being guided by beam, or some kind of technical thing . . . along the highway at about a hundred miles an hour between town and town. You just plug in your machine and go. It is not too far distant. Now, you find difficulty in providing 150 percent for off-street parking at your apartment houses. You complain so bitterly that the planners are unrealistic and, that they are ruining you. Somebody has to provide something for that. It could be some kind of personal automobility . . . some little bubble affair that will take us around. With regard to the hover craft, I think we are quite soon going to take to the air."

HARVEY: "Mr. Adamson, it would appear that while some of your statements might sound like flights of fancy, people, in order to be equipped as planners, would, I imagine, be realistic in terms of imagining things that are beyond the scope of we who are concerned with the day to day solving of problems.

Getting back to planning in terms of what perhaps a lot of people interpret as being a zoning by-law, I wonder if I could get an opinion from you on one or two aspects of that problem?

There are people who say that planning, or at least the planning that results in restrictive by-laws and the use of land, is a little undemocratic. It ends up to be, with the bureaucratic group feeding the elected councils things they don't understand. And, getting laws passed that have the effect of restricting people in the use of land. The term 'fee simple' is losing its meaning.

For instance, in a law that requires a conservation area be set aside, a green belt, do you think it is an injustice that a man owning that land should be held to that use, that one use? The same would apply to industrial uses, where there is zoning for industry only. Would you say there is any injustice, or should the municipality concerned buy that land if it wants to plan that way?"

ADAMSON: "If I read the resolution of the Canadian Association of Real Estate Boards, which I think is number one, it talks about land being under everything. The land is not a product, it isn't like hay or chewing gum or motor cars. It isn't just bought and sold. I don't think that anybody can own a piece of land outright, so that he has no responsibility towards the state and to his neighbors and to the community. Land is something absolutely basic and we must, therefore, have a

rather different approach to land in selling and buying it, as opposed to people who just buy and sell hay.

I think that you real estate people are conscious of that but, it is a bit irritating for you I must admit, to have a different set of rules to sell your product or service than the other people have. I nevertheless think it is entirely reasonable to have restrictions on the whole use of land. I think you admit that by your resolution. Now the degree of reasonableness depends on the place and upon the period. Perhaps in a little town like Brantford, it might be all right to have an industrial area in which there was a filling station off the corner, but in towns like Toronto one filling station can entirely ruin a large industrial area. The amount of restriction that is necessary or reasonable to put on land, varies. I think that it varies also in time, as we go into the future. As things become more complex.

I think that in order to prevent abuses we will have to have more restrictions. But, as we have more restrictions we get a little better at it. I've just read the Porter Commission Report in Alberta and I agree there are a great number of injustices carried out in the name of planning by bad people."

HARVEY: "Well you would agree perhaps, that there are cases, but as an overall principle isn't it negligence?"

ADAMSON: "No, I think there are even stupid real estate people."

HARVEY: "Now, Mr. Adamson, I would very much like, if we have time, to go into another subject. But, perhaps it's not in your sphere. The question of public housing has been discussed and the land assembly scheme that we have between the provinces and the Federal Government. It would be a very fitting subject to discuss before a group like

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1960 NAREB Officers

The following are the elected officers of the 1960 NAREB Slate. The men listed will take office in January.

The elections concluded a seven-day convention in Toronto, which saw some 5,000 Realtors from all parts of the continent attend.

PRESIDENT: C. Armel Nutter, Camden, N.J.

TREASURER: Stewart B. Matthews, Chicago (re-elected).

VICE-PRESIDENTS: John A. Clem, III, Staunton, Va.; Kenneth H. Smitten, San Francisco; Richard B. Morris, Buffalo, N.Y.; William J. Elliott, El Paso, Tex.; Earl G. Smith, Akron, Ohio; J. Baldwin Pearson, Bridgeport, Conn.; Julius J. Dinger, Eau Claire, Wis.; L. E. Gilbert, Minneapolis, Minn.; Alva J. Powell, Coffeyville, Kans.; Robert B. Berg, Mobile, Ala.; Ralph Tischer, Dover, Del.; Matt J. Batka, Tucson, Ariz.; Leslie Eastman, Seattle, Wash.

Named heads of the affiliated institutes and councils for 1960 are:

American Society of Real Estate Counselors—James D. Landauer, New York, president.

American Chapter, International Real Estate Federation—John C. Tysen, New York, president.

National Institute of Farm Brokers—Wayne Adams, Roswell, N.M., president.

Executive Officers Council—W. J. B. Schimfessel, Phoenix, Ariz., president.

National Institute of Real Estate Brokers—Nestor Weigand, Wichita, Kans., president.

Institute of Real Estate Management—Emanuel E. Falk, Newport News, Va., president.

Women's Council—Carolyn Bowles, Portland, Ore., president.

Society of Industrial Realtors—Clinton B. Snyder, Hoboken, N.J., president.

American Institute of Real Estate Appraisers—Percy E. Wagner, Oak Park, Ill., president.

1960 NAREB CHIEF

Mr. Nutter is President of the Nutter Mortgage Service, Camden, N.J. At present, he is President of the Society of Residential Appraisers, an international organization, and is a past president of both the New Jersey Association of Real Estate Boards and the Camden County (N.J.) Board of Realtors.

A former treasurer of NAREB, Mr. Nutter has served also as an Association vice-president, a director, and as three-time chairman of the Membership Committee.

He has served also on the editorial board of the Institute of Real Estate Management of which he is a member. In addition, he has been a governor of the Mortgage Bankers Association of America.

A graduate of the University of Delaware with a major in business administration, Mr. Nutter has had training in law as well.



C. A. Nutter

"I'VE GOT A SECRET!"

"All prospects are fibbers" claims Harrison Todd, Camden N.J. "A prospect tells you that he definitely wants a home with two bedrooms, two bathrooms, a view, close to shopping, right near the busline . . . and what does he end up buying? A House with one bedroom, one bathroom overlooking a railroad yard and way out in the country. Obviously, psychology was used in selling them the house. They claimed they wouldn't touch."

"If you want to put punch in your advertising, be different. Use an unusual heading to attract attention. Make people read the Ad. Then create desire (see December 1958 Canadian Realtor). Put some guts into the ad . . . make 'em sit up and take notice. Go to the owner and ask him to write the Ad. He has lived there maybe twenty years . . . he knows the best features of the house. No doubt if the owner does write your Ad for you . . . it will run several pages . . . but use it as a yardstick for a condensed version. He'll appreciate it."

He went on to explain that a good salesman always asks a double question . . . or to explain it better, a question that gives the customer an alternative. "Don't say, 'Can you meet you at ten o'clock to talk this offer over?' Say to him, 'I will come at ten or two . . . whatever is convenient for you. You notice the psychology here. You see that the customer is so engrossed with figuring which hour is best for him that it has completely escaped his mind that perhaps he does not even want to see the Broker or salesman."

"When closing a deal with reluctant customers you use this same psychology. You never say *Will you sign this offer?* No, you never lead with your chin this way. What you do say is this . . . *Will you give me \$500 or \$1,000 downpayment?*"

He says that this gets the purchaser thinking. He shouldn't give away too much money at the start. The thinking pulls him away from his original reluctance and even sign an offer.

Mr. Todd claims his office always sends old customers a card on the anniversary of the closing of the sale. Exactly one year after the new purchaser has closed his deal and moved into his new house, Mr. Todd's office calls the customer and asks how they are getting along. It is an excellent form of public relations, for the customer always indicates his thanks for being remembered. This often results in new business for Todd's office.

FRANK MacBRIDE Jr., Sacramento, Calif.

Mr. MacBride operates on the premise "if you remember your customer they'll remember you!"

His firm gives away about 2,500 gold plated horseshoes with an orchid each year to all purchasers of homes sold by his salesmen.

"It is surprising" he said, "how many people have written or phoned us to remark about this. The gift costs us about \$3.50 and we consider the value received far outweighs the cost."

Another member of the panel "I've got a secret" says his firm gives a thermo-barometer to all purchasers.

One thing that all members of the panel (there were ten or more) admitted to, was, they insisted that a purchaser should never be neglected after a sale has been made. Follow-ups in one form or another is a common sense public relations action.

BILL BROWN, Albuquerque, N.M.

Mr. Brown claims that difficult listings are sometimes sold through contacts whom one might not expect to produce such information. He states a case where this had happened. "I remember a huge piece of acreage which I once listed. When I got back to the office I sat down and started to think who I might approach to present this listing. I could think of only two men and neither of them were interested when contacted."

While at my club one day, I met a man to whom I had sold a large property sometime before. I mentioned casually that I had this huge parcel of valuable land, and could my friend suggest anyone whom he felt would be a buyer. The chap inquired about the listing and then stated that he would buy it himself."

"There was a potential buyer" claims Mr. Brown "who I never even considered when I thought of my potential customers. The simple fact is this. Within a dozen spoken words to a contact, I sold a property that netted me several thousand dollars in commissions."

"My advice, therefore" Mr. Brown concluded "Is, never neglect to seek aid, when you have a listing. Several heads are better than one . . . Who knows, the very person you approach may be your buyer."

JACK JUSTICE, Miami Beach, Calif.

Mr. Justice gives three points to consider:

1. Have absolute confidence in yourself. The assurance built up by a positive frame of mind is very important.
2. Have complete confidence in your product (listing). If you do not . . . get away from it.
3. What you are selling is needed and wanted. Use this key to build up your own enthusiasm.

Mr. Justice recalled how a salesman who handled waffle irons, sold so many hundreds. "When I asked this man what his secret was, he replied, *I do not sell waffle irons, I sell golden brown waffles, swimming in fresh creamery butter, and smothered in maple syrup.*"

Mr. Justice concluded his remarks by stating that, "you do not sell the physical product, you sell what it will do for the client."

He mentioned a few phrases to qualify his remarks:

"Don't sell me clothes . . . sell me a neat appearance."

"Don't sell me ploughs . . . sell me green fields of wheat, waving under a benign sun."

"Don't sell me a house . . . sell me a lovely home with a shady back yard."

"Don't sell me a house . . . sell me a friendly neighbourhood."

EDWARD HACKER, Lansing, Michigan

Mr. Hacker insists that his salesmen call the vendor the first opportunity the salesman has, after showing the vendor's listing to a client. Mr. Hacker feels that there is nothing so annoying to a vendor, as to be kept in the dark

just what transpired between the salesman and the home buyer. This communication, Mr. Hacker insists, allays any fears that the vendor may have. It gives the vendor an insight into his own home's weaknesses, or perhaps that the price is too high.

In any case, a Realtor and his salesmen owe it to the vendor to keep him posted. This keeps up confidence that the Broker is working on the listing, and not just leaving it lie idly around the office.

Another panelist instructs his salesmen to stop the car a hundred or so feet from the listing so that the potential home buyer can walk down the street towards the house. It is reputed to give the client the feeling that he is walking towards his own house.

The concluding panelist says that his office gives, as a gift, a thimble with his name and address embossed thereon. The thimble, the panelist insists, will never be thrown away. Costs little, and will remain around the house long after the competitor's calling cards have been tossed out.

ED's note: From the remarks made by the sitting panel members, it would seem that all the panelists have one thing in common. Their successful operations came about through attention to the customer, both during and after the sale has been consummated. It is also apparent that each panelist tries to inspire originality into the selling of his salesmen, and into his own advertising and promotion.

It costs over \$2,000 yearly to train and keep a salesman, warns one panelist. It is obvious therefore, potentially good salesmen should be directed properly, and mediocre salesmen should be discharged for their own sake as well as that of the office.

REAL ESTATE EXPERT REQUIRED

Canada's largest land development and construction firm is looking for a man or company with a thorough knowledge of real estate and leasing procedures as applicable to the motel business across Canada.

We are interested in hearing from top men or organizations in the field, who are prepared to operate on a coast to coast basis, either as a member of our staff or independently.

Please write to Box No. 329

Canadian Realtor Magazine
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Toronto 7

INTERNATIONAL REAL ESTATE FEDERATION

REPORTED BY BERT KATZ, F.R.I.

Bert Katz of Ottawa, newly elected Vice President of the Canadian Association of Real Estate Boards, is an International Vice President of the International Real Estate Federation. The 1959 annual meeting was held in Rome, Italy, in June.

What is the rate of second mortgages on single dwellings in Lyons, France? What is Government policy with regard to the construction of multiple family units in Potenza, Italy? Are these facts of any importance to you? Just a few years ago I would have said no. But now, I'm not so sure. Since World War II the world has shrunk so much in distance, and the economic interdependence of all countries has become such a self-evident fact, one can assume, I think, that any significant wave in the stream of one country's economic life must make its presence felt by however weak a corresponding ripple in the ocean of the World Economy.

Back in the early forties, one man in the real estate business who was more sensitive to these emerging facts than most people was the distinguished president of the French National Real Estate Confederation, Pierre Colleville. The desirability of creating an international federation to bring together organizations whose principal activity is connected with real property in all countries, became his dream.



Bert Katz, F.R.I.

His business activities had brought him in contact with his opposite numbers in various European countries, and with some of these he started preliminary discussions. Finally, in 1948, American, Swiss, British, Danish, Belgian and French representatives were invited to meet in Paris to form what was then called "An International Association of Real Estate Managers and Stewards". A resolution, laying the foundations of the future organization, was adopted.

In the next few years the idea of a world real estate organization came into the imagination and interest of estate people throughout the World. By 1951 when another meeting was held in Paris, the U.S. sent a representative, and a commission consisting of delegates from each participating country met to consider a draft Constitution. As a result of this, the International Real Estate Federation was created. Its constitution was adopted unanimously by the Council, at its meeting on June 19, 1951. Seven countries, Austria, Belgium, France, Germany, the Netherlands, Switzerland and the United States, then nominated their delegates to the Administrative Council of the New Federation—Appropriately enough the new President was Pierre Colleville.

The objects of the Federation are defined as follows:

1. To safeguard the moral and professional interests of all members of the constituent groups, both individually and collectively, and assist them whenever the rules of the profession are at stake.
2. To pool and make known any information of general interest in view of furthering their professional and social action.
3. To study and state accurately questions arising in the various member countries or groups, and all big problems in which the

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session at large may happen to take interest.

4. To study and state accurately such general solutions as the Federation may be entitled to suggest, having regard to the competence and ability of its members.
5. To further, in a general way, all that is likely, directly or indirectly, to promote better organization of our profession and enhance it morally and materially.

Today, after being in existence for approximately nine years, the Federa-

where reports on specific subjects are studied, committee meetings held, housing projects visited and good old-fashioned "bull sessions" go on in half a dozen different languages. The general meetings are usually conducted in a way which reminds one of the meetings of the General Assembly of the United Nations, in that each seat in the auditorium is provided with earphones and simultaneous translations are provided in English, French, Spanish and German. You place the earphones over your ears, dial the desired tongue and *voila!*

and once each in Brussels, Amsterdam, Geneva, Vienna, Wiesbaden, Madrid and Rome. As this magazine goes to press, word has been received that the 1960 Congress will be held in Salzburg, Austria, June 18-22 inclusive. There is no doubt that in this delightful city, renowned for its musical tradition, attending delegates will have an opportunity to hear some of the world's greatest musical artists as part of the arranged social program.

Up to now, no International Congress has been held on the North American continent. This has been largely due to the fact that our European colleagues have been beset with currency difficulties and restrictions. A noted easing in this situation, as evidenced by the recent removal on all monetary controls relating to travellers from the U.K., is now in evidence. This tendency is so encouraging, that as recently as Nov. 7th., the American Chapter of the International Real Estate Federation, meeting at the N.A.R.E.B. Conference in Toronto, voted to extend an invitation to the Federation to hold its first Congress in America in 1963 or 1964.

To many of the European delegates this is a trip to which they have been eagerly looking toward. If there is a growing urge on the part of Americans to visit Europe it can truthfully be reported that the desire on the part of Europeans to visit America is no less keen.

In addition to the Annual Congress with its program and committee meetings, the Federation carries on other activities. It publishes each year for instance, a yearbook containing a list of the world's principal organizations dealing with Housing and Town Planning and a roster of real estate people in the countries which are affiliated to the Federation. This yearbook is among the first of its kind to be produced at the international level.

Author's Note:

In June of this year, Murray and Mary Bosley, George Biro and Gerry Black of Toronto, Mr. and Mrs. E. R. P. Nesbitt of Winnipeg and myself attended the 10th Congress of the International Real Estate Federation in Rome, Italy. People still ask us if we had a good time. We sure did.

But, in my capacity as Canadian Vice President of the International Federation I am asked other questions. What is the Federation? How is it organized? What does it do? What are its aims?

To answer these and other questions, the Realtor has suggested that I use the medium of its columns. I do so now and thank the Editors for the opportunity.

tion or "F.I.A.B.C.I.", covers 14 countries. It was most interesting, for instance, at the 1959 Congress in Rome, to meet with the three representatives sent by the Japanese Association as observers. And, to learn that the Soviet Union had been in correspondence with the Federation head office in Paris with a view to the possibility of sending to future Congresses, delegates holding "watching briefs".

Each year The International Federation holds a Congress in one of the Federation's member countries,

The social aspects of these Congresses have not been overlooked. Tours are conducted to places of cultural and historic interest. Concerts are arranged in which world-renowned native artists are featured. The festivities usually come to a climax with a gala, formal dance and dinner, which are among the gayest and most colourful, in their international aspect, that your correspondent has ever had the privilege to attend.

Since 1951 these annual Congresses have been held three times in Paris,

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It also publishes Congress Reports in French, English and German. Bulletins also are periodically published in the same three languages which include articles, statistics and information on housing legislation, the co-ordination of regulations, and highlights with regard to organized real estate at the international level.

Another function should be particularly noted. For several years the Federation has held the Consultative Status of the United Nations Economic and Social Council (ECOSOC). Placed by virtue of this among the large world-wide Associations, it has access to the latest available information on housing matters and, can bring to this international body the results of its work and deliberations. Delegates regularly attend the Sessions of the Housing Committee together with the delegates of member Nations. This is their contribution towards an attempt to solve the complicated human and social problems in a field in which they are best qualified to serve.

The Federation, since its inception, has had the good fortune to have been served by distinguished and devoted Presidents. After the term of the late Pierre Colleville who received the title of Founder-President, Mr. Horace Juillard of Switzerland served until 1957. The President for the years 1958 and 1959, was Mr. Leonard Reaume of Detroit a former President of N.A.R.E.B. He is genially capable, and fluently bilingual.

The coming Congress at Salzburg will be chaired by the new President, Mr. Hans Plank, who lives not too far away in Vienna.

The Federation is directed by a "Council" which may be likened to a Board of Directors, and "The Officers" which would be described in our parlance as an Executive Committee. Each component or national group has the right to elect, and be represented by one Officer, and from one to four Councillors, depending on its numerical strength.

Canada, for instance, elects one Officer and two Councillors. The Officer, when his election has been ratified by the Federation, becomes the Federation Vice-President for the country he represents. Several meetings of the Council are held throughout the year. Unfortunately distance makes it impractical for your representatives to personally attend these meetings but they are kept in the picture by correspondence.

Aside from the serious work of the Federation, attendance at the annual Congresses is a wonderful and broad-

ening social experience. The opportunity to rub shoulders with opposite numbers from other countries, the interesting and historic settings, the creating and renewing of old friendships, lent some piquancy by the inevitable language difficulties, is an altogether delightful way to spend an annual holiday.

For the last, I reserve the observation that, just as at Canadian Conferences, conversations are initiated and contacts are made which result in business. English interests have purchased Canadian shopping centres and Canadians have built a London hotel. Swiss entrepreneurs have erected Toronto apartment buildings and, a Canadian is about to embark on the project of building co-operative apartment suites in Paris. Somewhere the first words were spoken, the first response was made and another deal was born. It could well have been at a F.I.A.B.C.I. Congress.

F.I.A.B.C.I.? That is the short name which the Federation is called, by delegates to the Congress. No one says International Real Estate Federation. They just say F.I.A.B.C.I. (pronounced Fee-abh-see). It is an abbreviation for "*Federation Internationale des Administrations de Biens Conseils Immobiliers*", which as you can see is not an abbreviation of anything.

The American Chapter of F.I.A.B.C.I. is, this year, organizing a European tour for Realtors. This tour will start about a month prior to the Congress in Salzburg, and include the Congress itself. They have another tour starting with the Congress and continuing for about a month thereafter. Any Realtor who wishes to do so, may thus arrange for attendance at the Congress plus a month, or two-month tour. The tours include many of the European countries, including for the first time, Russia.

Or, if you are travelling in Europe on your own, you can arrange to work the Congress into your schedule. Either way I know that you will be happy you came. I shall be more than pleased to direct inquiries to the proper places. See you in Salzburg!

CALGARY STARTS A.I.C. COURSE

(reprint from Calgary Herald)

A course of 20 weekly lectures under auspices of the Calgary chapter of

the Appraisal Institute of Canada has commenced at the Calgary Real Estate Board offices.

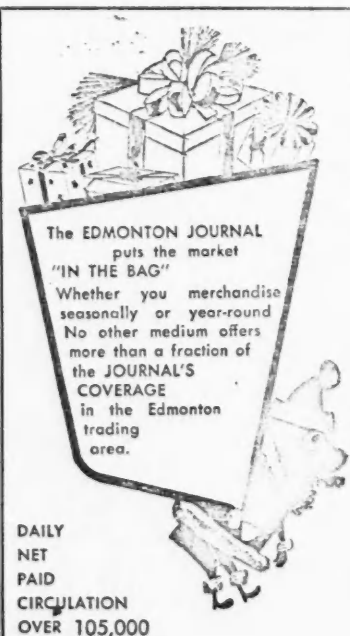
The first-year course starts immediately and the second-year course will begin in the near future. The successful candidates in the full course will qualify as accredited appraisers.

Appraisal, chapter members explained, is considered from three approaches, market data, replacement cost and income.

"The appraisal in real property is now generally recognized as a highly technical field requiring the exercise of professional judgment of a high order," said Malcolm Bryce, secretary of the local chapter. "There is a growing need for appraisers as a need for an expert opinion on the value of real estate is more and more required."

"The authority of an appraiser is recognized by governments and he is frequently called on to appraise properties for succession duty purposes, income tax, expropriation of land and buildings and establishment of right-of-way over land. In addition, the real estate appraiser is frequently called on to give his opinion of value from those buying or selling property."

John Leslie, a city realtor, was the most recent student to obtain accreditation as an appraiser.



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Three C.I.R. Scholarships Awarded Students

After a summer of investigating scores of applicants, The Canadian Institute of Realtors announce scholarship awards to three Canadian college students.

David Albert Wilson, 19, of 1351 Francois Rd., Windsor, is shown being awarded his \$350 scholarship cheque by Don Koyl, President of the Canadian Association of Real Estate Boards. Harvey Whiteside (centre), President of the Windsor Board, watches presentation.



FOLLOWS ANNOUNCES AWARDS

In a letter released November 4th, H. W. Follows, Executive Secretary of the Canadian Institute of Realtors announced the awarding of three scholarships to deserving Canadian college students.

Those honoured were: Joseph Dennis Cottreau attending St. Anne's University, Wedgeport, N.S.; David Albert Wilson, Windsor, Ontario, attending Assumption University of Windsor and, Robert Stewart Hager, Vancouver, attending the University of British Columbia.

In announcing the awards Mr. Follows stated that the applicants were selected through a formula based on scholastic ability, type of course taken, need, and character.

The building of necessary funds for these annual scholarships, is the result of discussions at the Annual CAREB Convention held in Halifax in 1957.

Scholarships will be awarded on a basis of two (minimum) yearly and all for one year terms only. The value of each scholarship ranges from \$300 to \$500 and can be competed for, by all students who are citizens of Canada studying at any Canadian University or affiliated college.

Although it is not necessary for a student to be taking certain courses at recognized universities or colleges, preference will be given those enrolled in Commerce, Finance or business administration.

College St. Anne,
Church Point, N.S.

Dear Sirs:

Words cannot express adequately, the feelings I experienced upon discovering that I had been selected as one of the recipients for a Canadian Association of Real Estate Boards' Scholarship. It means that I will be able to continue my studies, so important to me. I will forever be grateful to your Association for having honoured me in such a way.

I thank you ever so much and I hope that your trust in me will be realized in the future.

Gratefully yours,
J. D. COTTREAU

Dear Mr. Follows:

We were very gratified to note that one of your Canadian Association of Real Estate Boards' scholarships went to one of our students this year, Mr. David Albert Wilson.

The School of Business Administration wishes to congratulate the Association on their choice of method for encouraging young Canadians to continue their education. Needless to say, we feel the choice of David Wilson was an excellent one.

yours very truly,
Gilbert R. Horne, Ph.D.,
Director

Essex College,
Windsor, Ont.

6388 Elm St.,
Vancouver, B.C.

Dear Sir:

I have just learned of my good fortune in having been awarded the Canadian Association of Real Estate Boards' Scholarship. I would like to sincerely thank the Association for this award. It will go a long way towards helping me finance my education. It is organizations such as yours that add incentive to do good work and make it possible for many students to attain their goals.

Yours sincerely,
ROBERT S. HAGER.

Space limitations wouldn't allow us to print other letters of a like vein sent to us since announcements were made.

UNIVERSITY EDUCATOR GIVES VIEWS ON COURSE

A member of the governing council of the Canadian Institute of Realtors asked Mr. Harry L. Mills, Assistant Director of the Division of Extension schools, University of Toronto for his thoughts on Realtor education. We quote Mr. Mills:

Half a million sheets of writing paper—a hundred thousand envelopes—hundreds of mailmen in all parts of Canada and many foreign lands—all involved in establishing contact between five thousand students and a teaching staff of two hundred: in short, the University of Toronto's correspondence courses, conducted by the Division of Extension.

Prominent among these courses is the Canadian Institute of Realtors' three-year programme, now well established as the academic preparation

tional education may be called "training", and it is obviously not possible to achieve it entirely by home study. Realtors have various ways of acquiring it—by participating in local demonstration courses and seminars; through formal training programmes conducted by the firms in which they are employed, or most commonly, by day-to-day business experience—"the school of hard knocks".

The other component of professional education is achieved through guided study and independent analy-

"Although we cannot hope to train Realtors by correspondence, we do try to make it possible for them to educate themselves!"

for admission to membership in the Institute which confers on its members the designations "Fellow" or "Associate" with the right to use the distinguishing initials "F.R.I." and "A.R.I."

Home study as preparation for such professional fields as medicine or engineering is clearly impossible—how can it be justified for realtors? One clue to the answer is found if we consider what is involved in any sort of professional or vocational education.

One part of such education is the acquisition of certain specific skills and techniques which must be mastered by carefully guided practice—work done in the clinic or the laboratory under the guidance of the teaching staff. This component of voca-

sis of the general principles which underlie the practical aspects learned in the "training" process. This, we feel, can be successfully achieved by home study, and it is to facilitate this process that the correspondence courses have been developed. Each of our courses is designed to lead the student toward an understanding of the fundamental principles of his chosen vocation—be it real estate, credit management, accounting, or export trade, as well to provide the basic knowledge of such subjects as law, economics and accounting which will contribute to a better understanding of all business activity.

Thus, although we cannot hope to train realtors by correspondence, we do try to make it possible for them to educate themselves!

PANEL EXPERTS

Continued from page 7

this. Perhaps I could ask you this, Mr. Adamson—the land assembly scheme as presently in operation, does this . . . it allows people to buy land at the cost of producing the land and assembling it, and the services are paid for then over a period of time. You know the process better than I do. On the other hand where no such scheme exists where private enterprise is concerned, it is necessary for municipalities to keep their debenture debt down because of their unfavourable tax situation. Therefore they must ask the homeowner to prepay these services through the subdivider.

Do you think there may be an injustice there, where the government does something that it won't allow its citizens to do in competition with private enterprise? Is there any method by which government, if it wishes to be of assistance, might be able to come to the rescue by some other scheme?"

ADAMSON: "If you examine it purely in the light of private enterprise, it may be an injustice that the Government was going to sell land not at a profit, after it had assembled it, whereas you realtors have to make a little profit on the land. But the question of requiring the house owner or the house purchaser to prepay all his services, I don't quite agree that the government takes that up in any kind. Certainly the municipalities in the land assembly area . . . and I think I'm right, personally when I was Reeve I'd have seen the C.M.H.C. in Hell before I'd have let them put any services of local improvement. I think that any other municipality would too. The government may carry it in some way, the government carries it any way on a N.H.A. Loan, and I'm impressed with that injustice."

• • •

Due to the fact that 90% of Indian population are illiterate, the Government was forced to adopt an ingenious method of voting. Instead of the candidate's name appearing on the ballot, a series of pictures would be drawn, i.e., an elephant, ox, lamp, star etc.

Each of these illustrations would be enclosed within a square. The voter would recognize the candidate by the picture used during his campaign. In order that each voter be identified, a drop of ink would be placed upon the left forefinger. This ink remaining visible for at least 8 days, would deter anyone voting more than once.



BRITISH COLUMBIA

Association of Real Estate Boards

SCHOLARSHIP WINNERS ANNOUNCED IN B.C.



Robert S. Hager

Two University of British Columbia commerce students have been awarded the first real estate scholarships in Canada.

William C. Lyndon, son of Mr. and Mrs. Harry Lyndon, of Oliver, B.C., a fourth year student in the Faculty of Commerce and Business Administration is the first winner of the \$500 Vancouver Real Estate Board Charlie Brown Scholarship. A graduate of Southern Okanagan High School at Oliver, he now lives at 9045 Burnaby St., Vancouver.

Robert Stewart Hager, 6388 Elm Street, Vancouver, has been announced as the first winner of the \$500 Canadian Association of Real Estate Boards Scholarship. Hager is a third year Commerce student and a member of Alpha Delta Phi Fraternity.

The awards were both made on the basis of scholastic ability. Presentation of the scholarships will be made at the annual Christmas meeting of



William C. Lyndon

the Vancouver Real Estate Board at 12.15 p.m., Wednesday, December 16, at the Astor Hotel, Burnaby.

SEMINAR HELD

Recently, the Realtor editorial office has been flooded with promotional material from Electrical firms and associations. It is all part of a mammoth drive to sway the Canadian public towards "Living better electrically."

In the greater Vancouver area, several hundred real estate agents and salesmen were invited to a one-day seminar (with follow-up) sponsored by the B.C. Electric Company.

The seminar was held to point out the selling features available in each home so that salesmen may make their selling presentations more interesting to the customer.

The instruction, under the helm of J. F. Skelton, sales promotion Director, covered heating, appliances, wiring and lighting fixtures.

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Vice-Presidents:

Fred Philips, New Westminster; Charlie Brown, Vancouver.

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VICTORIA LAND GOOD SPECULATION CLAIMS EXPERT

Hal Malone, Business Editor of the Victoria Daily Times, reports a discussion between himself and Harold M. Gale, newly-appointed Manager of Western operations for the National Trust Company.

"I was flabbergasted" quotes Mr. Hale. "Every property I tried to evaluate had a market value much lower than my assessment."

"Time and time again I would look at a dwelling, take in its size, landscaping, location, then estimate its sale price. If my assessment was \$23,000, I was told the real value was \$18,750. If I put a valuation of \$16,000 on a home, I find it had actually sold for \$12,800."

Mr. Hale offered an explanation for the difference between his appraised valuation and the actual going rate. He had just arrived from Edmonton and stated "I think the answer is that land values are fantastically high in other parts of Canada while Victoria hasn't as yet felt the real estate inflation brought about by demand."

Mr. Malone quotes H. M. Gale as saying that Victoria has a tremendous appreciation potential and that, "If you want to make money, don't invest in the stock market. Put your faith, hope and dollars in real estate."

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MONTHLY CO-OP REVIEW

Vancouver Continues Successful Contests

The Vancouver Board has been running successful co-op contests for some time. Their contest plan offers incentives to both listing salesmen and selling salesmen. Apparently some salesmen are more prone to the advantages as is evidenced by the actions of a member of A. E. Austin Limited, Vancouver Relators.

George Rusin of that firm led listing salesmen in the October Sales-Listing Competition of the Vancouver Real Estate Board's Multiple Listing Service.

It was the third time this year that Mr. Rusin has led in Listings through the Service and the fourth time he has been among the top five.

Leading the Selling salesmen during October was Charles F. Logan of Boulton, Sweet & Co. Ltd.

Second in Listings for the month was William R. Smith, also of A. E. Austin & Co. Ltd.

Two ladies took third and fourth place in Listings and both of them have been consistent leaders in listings in recent months. Third was Mrs. Sharie Boulton of Kerrisdale Investments Ltd., and fourth was Mrs. Hattie Anthony of Boulton, Sweet & Co. Ltd. For Mrs. Boulton it was her fourth time among the top ten listers and sellers, for Mrs. Anthony, the fifth time.

Placing fifth among the listing salesmen was Charles Rice of Pemberton Realty Corp. Ltd.

Second place in the sales category for October went to Mrs. Susanna Carmichael of Broadway Agencies Ltd.

Third to fifth in sales were James E. Johnstone of W. E. Sherlock Co. Ltd., Stanford Korsch of Len Korsch Realty Ltd., and O. M. Olson of Ellis, Topping & Olson Ltd.

Rusin and Logan were presented with Achievement Trophies at a special dinner in November.

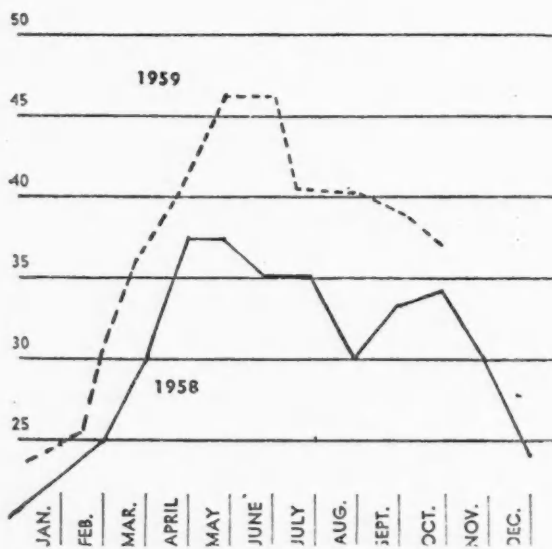
Canadian Percentage High

Canadians are better off when it comes to home buying claims John Caulfield Smith, executive vice-president of the National House Builders Association. "Canadians have the highest percentage of owned homes in the western world and, no country in the world has higher housing standards," he states.

Mr. Smith, using man-hours for comparison, claims that it takes 7,500 man-hours for an average Canadian to buy a home; 23,000 in Britain; 30,000 in France; 5,700 in the U.S. and 40,000 in Russia. (Ed's note: In Russia one cannot own land; only lease.)

"The National House Builders Association," Mr. Smith

millions of dollars CO-OP SALES GRAPH



said, "intends to launch a research project aimed at lowering, or at least to check rising construction costs."

Mr. Smith made this address in Sault Ste. Marie where he presented a charter to the Association's local group.

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CAREB CO-OP Statistics for October 1959

| YEAR TO DATE COMPARISONS | | | | MONTHLY COMPARISONS | | | | Population in Thousands | | | |
|-----------------------------|---------------|------------------|-------------------|-----------------------|------------------------|---------------------------|-----------------|-------------------------------|------------------------|---------------------|------------------------|
| GROSS SALES | | LISTINGS — SALES | | GROSS SALES | | LISTINGS — SALES | | | | | |
| | ✓ 1959 | 1958 | Percent L or G | ✓ Listings 1959 | ✓ No. Sales 1959 | % Sales to Listings | ✓ This Month | Same Month Last Year | Listings This Month | Sales This Month | % Sales to Listings |
| Toronto..... | \$138,643,836 | \$109,353,532 | 26.8 | 28,368 | 8,351 | 29.4 | \$14,793,165 | \$12,910,995 | 2,779 | 816 | 29.4 |
| Hamilton..... | 38,170,907 | 36,891,236 | 3.5 | 8,244 | 3,018 | 36.6 | 3,370,749 | 3,432,375 | 745 | 275 | 36.9 |
| Vancouver..... | 36,043,097 | 34,922,339 | 3.2 | 11,475 | 2,808 | 24.5 | 3,630,902 | 3,795,035 | 1,037 | 274 | 26.4 |
| Winnipeg..... | 24,674,427 | 16,656,794 | 48.1 | 3,861 | 2,082 | 53.9 | 2,617,050 | 1,502,525 | 407 | 205 | 50.4 |
| Montreal..... | 24,036,972 | 20,631,388 | 11.2 | 3,554 | 1,011 | 28.4 | 2,045,942 | 2,364,847 | 382 | 101 | 26.4 |
| Ottawa..... | 21,271,812 | 18,344,880 | 16 | 3,501 | 1,288 | 36.8 | 1,639,982 | 1,545,075 | 326 | 104 | 31.9 |
| Calgary..... | 21,056,827 | 18,927,885 | 11.2 | 5,558 | 1,538 | 27.5 | 1,899,238 | 1,744,994 | 564 | 147 | 26.1 |
| London..... | 10,552,567 | 10,743,879 | -1.8 | 1,754 | 905 | 46.1 | 1,112,785 | 1,114,625 | 208 | 100 | 48.1 |
| Victoria..... | 9,345,741 | 7,436,802 | 25.1 | 2,274 | 955 | 42 | 848,774 | 689,773 | 191 | 82 | 42.9 |
| Kitchener-Waterloo..... | 7,434,866 | 7,148,665 | 4 | 1,542 | 612 | 39.7 | 496,500 | 738,780 | 143 | 41 | 28.7 |
| Westminster County..... | 6,982,029 | 6,544,578 | 6.7 | 3,618 | 723 | 20 | 652,785 | 645,700 | 412 | 72 | 17.5 |
| Saskatoon..... | 4,921,209 | 3,585,873 | 37.2 | 1,383 | 519 | 37.5 | 381,950 | 518,185 | 117 | 38 | 32.5 |
| Regina..... | 3,143,908 | 816,147 | 285.8 | 807 | 267 | 33.1 | 503,900 | 83,000 | 98 | 37 | 37.8 |
| South Peel..... | 3,068,646 | 1,663,630 | 84.4 | 553 | 166 | 30 | 413,900 | 163,550 | 75 | 24 | 32 |
| Brantford..... | 2,657,125 | 3,125,881 | -14.9 | 506 | 253 | 50 | 246,650 | 291,865 | 41 | 25 | 61 |
| Peterborough..... | 2,480,479 | 2,248,799 | 10.3 | 681 | 228 | 33.5 | 165,800 | 261,880 | 45 | 18 | 29 |
| St. Catharines-Niagara..... | 2,477,346 | 1,678,926 | 47.6 | 917 | 243 | 26.5 | 216,300 | 112,990 | 89 | 22 | 24.7 |
| Sarnia-Lambton..... | 2,221,924 | 1,869,559 | 29.5 | 480 | 183 | 38.1 | 256,920 | 173,950 | 48 | 22 | 45.8 |
| Windsor..... | 2,129,610 | 1,783,708 | 19.4 | 731 | 194 | 26.5 | 291,256 | 155,200 | 78 | 21 | 26.9 |
| Oakville-Trafalgar..... | 1,911,175 | 1,622,920 | 17.7 | 312 | 104 | 33.3 | 149,500 | 145,700 | 33 | 8 | 24.2 |
| Oshawa and District..... | 1,859,635 | 1,351,660 | 37.6 | 436 | 148 | 33.9 | 125,600 | 165,450 | 42 | 12 | 28.6 |
| Galt-Preston-Hespeler..... | 1,322,746 | 740,375 | 78.7 | 216 | 127 | 58.8 | 163,000 | 143,675 | 27 | 16 | 59.3 |
| Greater Niagara..... | 1,314,868 | 1,038,405 | 24.2 | 528 | 121 | 22.9 | 56,750 | 90,900 | 23 | 6 | 26.1 |
| Fort William..... | 1,246,260 | 814,650 | 53 | 409 | 137 | 33.5 | 150,350 | 108,800 | 29 | 15 | 51.7 |
| Orillia..... | 1,234,358 | 1,389,063 | -11.1 | 474 | 145 | 30.6 | 70,000 | 113,010 | 27 | 8 | 29.6 |
| Halifax-Dartmouth..... | 1,200,900 | — | — | 253 | 97 | 38.3 | 104,500 | — | 23 | 8 | 34.8 |
| Lethbridge..... | 1,031,040 | 338,759 | 204.4 | 323 | 94 | 29.1 | 146,417 | 37,059 | 28 | 12 | 42.9 |
| Guelph and District..... | 925,150 | 823,967 | 12.3 | 230 | 94 | 40.9 | 107,550 | 123,800 | 30 | 8 | 26.7 |
| Barrie and District..... | 714,675 | 300,600 | 137.7 | 156 | 59 | 37.8 | 90,700 | 9,500 | 15 | 9 | 60 |
| Welland District..... | 714,610 | 503,485 | 41.9 | 397 | 79 | 19.9 | 84,515 | 29,300 | 33 | 10 | 30.3 |
| North Battleford..... | 653,328 | — | — | 221 | 83 | 37.6 | 90,800 | — | 17 | 11 | 64.7 |
| Sudbury..... | 558,280 | — | — | 182 | 39 | 21.4 | 80,350 | — | 19 | 5 | 26.3 |
| Central Alberta..... | 493,938 | 324,581 | 49.1 | 194 | 50 | 25.8 | 62,350 | 20,500 | 14 | 6 | 42.9 |
| Owen Sound..... | 474,095 | — | — | 219 | 57 | 26.0 | 57,500 | — | 18 | 6 | 33.3 |
| Port Arthur..... | 441,550 | — | — | 184 | 43 | 23.4 | — | — | 11 | — | — |
| Brampton..... | 420,250 | — | — | 128 | 32 | 25 | 33,600 | — | 18 | 2 | 11.1 |
| Sault Ste. Marie..... | 410,805 | 286,600 | 43.6 | 98 | 42 | 42.9 | 26,350 | 65,700 | 6 | 2 | 33.3 |
| Belleville..... | 366,350 | — | — | 117 | 34 | 29 | 126,150 | — | 8 | 9 | 112.5 |
| Tri-County..... | 363,550 | 363,550 | — | 72 | 20 | 27.8 | 61,000 | 51,800 | 10 | 3 | 30 |
| Cornwall..... | 334,900 | 287,889 | 16.3 | 160 | 29 | 18.1 | 24,100 | — | 10 | 3 | 30 |
| Chatham..... | 244,382 | 493,100 | -50.4 | 91 | 22 | 24.2 | 8,750 | 43,200 | 6 | 1 | 16.7 |
| Orangeville..... | 237,300 | 160,050 | 48.3 | 56 | 18 | 32.1 | — | 16,000 | 2 | — | — |
| Central St. Lawrence..... | 220,250 | — | — | 75 | 18 | 28 | 39,350 | — | 16 | 5 | 31.3 |
| Simcoe and District..... | 110,000 | — | — | 143 | 10 | 7 | 45,500 | — | 19 | 4 | 22 |
| Brandon..... | 107,350 | — | — | 71 | 11 | 15.5 | 6,700 | — | 8 | 1 | 12.5 |
| Totals..... | \$387,287,615 | \$331,870,388 | 31.6 | 85,552 | 27,057 | 31.6 | \$39,245,940 | \$34,583,228 | 8,277 | 2,575 | 31.1 |



SUCCESSFUL SELLING

Of all the books written about real estate probably none deserves a more prominent place on the Realtor's shelf than "*How to be Consistently Successful in Real Estate*," by Samuel G. Russell.

Russell, executive vice-president of the D. C. Burns Realty and Trust Co., the oldest and largest real estate firm in Denver, Col., is consistently in demand as a speaker and sales training lecturer both in the United States and Canada. The real estate man who's never heard his name would have to be brand new to the game.

At conventions, Russell likes to introduce himself simply as "Salesman Sam", a title that couldn't be more fitting for a man who, while sales manager for his firm, developed an average dollar volume of brokerage sales exceeding \$1,000,000 per month.

Besides making savvy in the lecture hall, Russell is a gifted humorist who usually precludes his message with a joke. This, he finds, is the best way to drive home a point, and he usually succeeds.

When he points up the failings of salesmen, he does it in such a way as to provoke laughter, even to the degree of making them appear as morons, so that they'll never forget their shortcomings.

But while Sam Russell is probably one of the wittiest speakers ever to address a gathering of real estate people, the super salesman has a word of caution in his book against ill-timed humor and attempts to be funny out on Business Street.

"Those of us who sell real estate would be wise to remember," he writes, "that there are atmospheric conditions in normal selling conversations, conditions that change from time to time, just as there are atmospheric changes in the weather.

"You can unintentionally make a drastic change in the conversation

climate by being inadvertently obnoxious.

"The fellow who is fat, or the fellow who is skinny, or big-eared is hardly the fellow who enjoys having tired old gags trotted out to draw attention to his physical characteristics. Most of us think of ourselves now and then as quite capable of making a little joke, of being somewhat of a wit. Sometimes we are only a half-wit."

Few people, he explains, have any intention of really hurting anyone or of offending anyone when they come up with a "cute" comment about someone else.

"We only hope to demonstrate our ability as a clever conversationalist. But, no matter how good our intentions may be, we stand a good chance of being obnoxious to other people when we attempt to be funny at their expense."

Russell says real estate people are taking a bold chance with a client or prospect when they try out questionable humor in a business conversation. "We are not only gambling our potential commissions, but also we stand to lose whatever respect and confidence the other person might have developed for us."

In another chapter headed, "*How to Set Your Sights on Success*," the author explains what he learned from three different real estate men in his home city.

Man No. 1, the author writes, met him on the street, exchanged a brief greeting, then the man walked away stating he was late for an appointment.

Man No. 2, one of the top real estate men in his field, called the author's office. "This was a pleasant surprise" recalled Mr. Russell. "The gentleman wanted some information, and, when I had given it to him, he said 'I knew that you would have the answer'. Later, during the conversation he told

me of a prospect that was interested in my subdivision and advised that I call the man right away. I did, as he was. I had the information Book No. 2 needed. He had information needed. We came out even."

Of man No. 3, he said he met the fellow at one of the better social clubs in town. He was dining with an architect and the head of a large lending institution. "I'm sure he was talking a little business, too."

"So, out of the three really successful real estate men I talked with, were acting like success was part of their daily routine. I have also seen a number of other people who are reportedly in the real estate business and in every instance each was doing something that pretty nearly pegged him insofar as his earning ability concerned.

"One was sitting on the fender of a parked car, in front of his office. He was picking his teeth and watching the people go by. Another was looking at the posters in front of a 'girly show'. After a few furtive glances, he plunked down six bits and walked in."

There is no question about it, he explains. The degree to which you look and act as though you are successful usually determines the degree to which you are successful.

"If you want to get rich in real estate," he sums up his chapter, "you must think in terms of accomplishment, not in terms of dollars. You must decide what your target will be in terms of accomplishment. If you hit the target, you will win a prize. It probably will be dollars. But, you won't be shooting at the target if you do..."

These are but two illustrations of public relations preached and practiced by one of the top men in the field today. His book contains many other gems of wisdom to help the Realtor push aside those obstacles which so often stand in the path of success.

QUOTABLE QUOTE

"Every man owes some of his time to the upbuilding of the industry or profession to which he belongs."

— Theodore Roosevelt

In a recent news conference President Eisenhower added dignity and importance to our profession by stating "The valuable thing a man can buy is a wedding ring."



GOOD INDUSTRIAL CLIMATE - ALBERTA

Lethbridge finds itself sitting in the heart of a good industrial climate. Officials of Automatic Electric (Canada) Limited said that this favourable situation attracted their company to Lethbridge.

The plant, soon to be started, is designed to build telephone apparatus. It will cost \$500,000 and will employ about 80 people.

Mr. C. R. Hughes, Brockville, President of the firm believes that Alberta is the most progressive province in Canada. He predicted that more Eastern Canadian Firms will be moving West, probably to Alberta, as time progresses.

MONTREAL BOARD RECOMMENDS CODE

The Montreal Real Estate Board has recommended that the National Building Code be more generally accepted by parishes, villages, towns and cities.

Recommendation that such communities accept the code as "building by-laws" was presented at the third day of hearings in Montreal by a committee of inquiry, sponsored by the Federal Government and the Royal Architectural Institute of Canada.

The Montreal board also suggested that consideration be given to bonding of homes as a guarantee of the builders' responsibility for a period of five years.

The committee of inquiry moved to Quebec City after its final hearing at the University of Montreal.

The Board's real estate brief also recommended that apartment planning on "super-block" principles be encouraged and that apartments be built only around parks and playgrounds, as a benefit to children.

The board suggested, too, that appropriate bodies be encouraged to seek new materials for use in erecting homes to reduce costs of construction and maintenance, and that private enterprise be given an opportunity to participate in urban renewal programs.

The inquiry committee is primarily concerned with residential environment and growth.

MANITOBA ELECTION

At the Annual Meeting of the Manitoba Real Estate Association, held in the Fort Garry Hotel, Winnipeg, November 16th and 17th, the following were elected to office:

President—G. K. Cinnamon, Brandon; 1st Vice-President—L. K. Johnson, Winnipeg; 2nd Vice-President—M. Wareham, Rivers; Secretary-Treasurer—H. B. Budgell, Winnipeg; Directors: R. Berry, Reston; J. M. Barber, Winnipeg; C. R. Simonite, Winnipeg; J. McGilvray, Neepawa; A. Robertson, Brandon; W. Taylor, Swan River and J. Ward, Dauphin.

The retiring President is Sinclair Lewis, F.R.I., Winnipeg. Fred S. Toshack was Conference Chairman.

Ten Moments When Silence is Golden:

1. When the client starts to agree with the sales talk, give him the floor—just listen.
2. When he goes the salesman one better in boosting the property, nod in agreement—don't chatter.
3. When he says it will do the job or fill his needs, he's already sold. Don't tell him what else it will do.
4. When he says his family likes it, relax and let him talk about his family. Family-love motivates purchasing—don't tell him how much he will like it too.
5. When he says he's for it, sit back and light up a smoke—don't keep selling, now he's selling himself.
6. When he starts to nod approval, be content to answer questions—don't go off on tangents.
7. When he tries to "get a word in edgewise" for goodness sake, let him! don't "hog" the conversation.
8. When he asks a question, answer it—don't go on answering a lot of other questions you "think" he might have in mind.
9. When he and his wife start to discuss positive aspects of the prospective purchase, don't interrupt—let them work it out between themselves.
10. Talk at the right time—That time is when the client is receptive to conversation about your property.

— Michigan Realtor



Association of Real Estate Boards

Executive Committee:

C. W. Rogers, Toronto, President
Hugh McKeown, Ottawa, Vice-President
F. N. McFarlane, Ottawa, Past-President

Executive Directors:

A. Hawrelak, St. Catharines; R. Bosley, Toronto; A. Wiebe, Kitchener.

Regional Directors:

A. G. Clarkson, Sarnia; S. J. Campbell, Hamilton; R. Sanderson, Port Credit; E. B. Fleming, Sault Ste. Marie; K. S. Raven, Kingston.

Secretary-Treasurer:

H. W. Follows 109 Merton St., Toronto

TUSSAUD'S — MAJOR ATTRACTION AT CONFERENCE



Tussaud's artist, Robert Beech, works on the bust of Friar Tuck (of the Robin Hood T.V. fame). Actor Alex Guage portrays the part. When models are complete they are carefully shipped to Canada. From the clay sculpture a plaster mold is made into which wax is poured. Hair, eyes, teeth, etc. are set while wax is still warm.

In a setting as alive as master craftsmen can achieve artificial perfection, Tussauds at Niagara Falls are offering a major tourist attraction to the countless thousands who will visit the beautiful city in years to come.

The fame of Tussauds of London has long been known in Canada, but few of us have had the chance to visit this famous wax-works. Now, a visiting delegate will be able to see the assassination of Lincoln . . . the infamous Streetsville grave robbers . . . busts of Churchill, Stalin, Eisenhower and other famous personalities and scenes.

To establish the realism offered at

the attraction, a story is quoted about the night watchman who made his nightly rounds with a great deal of apprehension. One night a friend hid in a coffin and, as the watchman passed, uttered a sepulchral cry "You bum! This is the second time tonight you didn't punch that clock."

It took the watchman less than fifty feet to accomplish a takeoff, and he is now listed as a deserter!

All this for Ontario Convention delegates, plus the continuous show put on by Niagara Falls each and every day. The night time beauty, accentuated by the myriad-coloured lights which play on the hypnotic grandeur, courtesy of Ontario Hydro.

ONT. REALTORS CAN EXPECT TOP PROGRAM

Headed by Earl B. Teckemeyer and C. W. Wright, an imposing agenda is in store for all delegates attending their 38th Annual Convention in Niagara Falls, February 21st to 23rd.

In the Realtor magazine editorial of February 1959, we ran a first person survey of the benefits accumulated while attending a convention. Bert Katz of Ottawa told of attending a convention some years before. After the convention he states that an idea he picked up while hearing an address was put into action, and from it he gained a multiple deal that proved exceedingly successful.

Mr. Katz felt that, considering all factors, he could attend the next score of conventions free, from the money gained while executing the idea he picked up. "This transaction wouldn't have occurred had I not attended the convention," he claims.

It is apropos, at this time, to state Mr. Katz's opinion, for the speaker who gave him that idea several years ago is to be a principal speaker at the February O.A.R.E.B. Convention. Earl B. Teckemeyer was that man, and he is making a demand return. His topic: "The HOW of selling real estate" will give others the same sort of clue, we are sure, as the one which benefitted Bert Katz.

Mr. Teckemeyer is from Indianapolis.

BROCKVILLE HOLDS PANEL SESSION

A gathering of over 40 Realtors attended a dinner meeting of the Central St. Lawrence Board, in Brockville recently. Included in the group were many Realtors from Ottawa and Kingston.

The high light of the evening was a panel discussion featuring members shown in illustration at right.

Pieter Toxopeus, President of the board exclaimed his delight at the apparent success of the affair. He felt that this type of meeting which incorporates panel discussions, will aid local Realtors in improving the service they can offer the public.

Stan Kell, Chairman of the public relations committee thanked the panel for taking an evening out from their busy routine to visit the Central St. Lawrence Board.

MANAGER OUTLINES BOARD BENEFITS

In an address to the Toronto Real Estate Board Salesmen's Division luncheon recently, Al Treleaven, General Manager of the Board, outlined the values that the Board have created for sales personnel, since its inception.

Briefly, they are as follows:

- the commission charged is now 4% on exclusive listings and 5% on co-ops. Mr. Treleaven claims that before these minimum tariffs were established, commissions were often at 2½% or lower.
- a full time director, Sam Reid, is now in charge of education. Mr. Reid conducts an excellent course on real estate fundamentals. This is a five-morning course held twice-monthly.
- The board also co-sponsors Appraisal I and II, with the University of Toronto. A leading appraisal expert, Dave Montonna, is brought in from the U.S. to conduct this course.
- a comprehensive real estate library is set up at the Board offices for use by the members.

Continued on page 23

OTTAWA MEMBERS FEATURED



PANEL MEMBERS, reading left to right: Jane McLean, Secretary of the Ottawa Board; Ben Karp, Ottawa; Roy Wymark, President of the Ottawa Board; Hugh McKeown, Vice-President of O.A.R.E.B.; Eugene Lavoie, Ottawa, and Ernie Oliver, Ottawa, President of CAREB (1951-52).

PARKING AREAS ANALYSED

The below statistics for Realtor-Developers, were printed in the November edition of BUILDINGS. The publisher is Stomats, 427 Sixth Ave. S.E., Cedar Rapids, Iowa.

Area per Car in Lots Employing Customer-Parking

| Parking Area in Square Feet | Number of Cars | Area per Car in Square Feet |
|--------------------------------|----------------|--------------------------------|
| 20,000 | 65 | 307 |
| 30,000 | 100 | 300 |
| 39,360 | 137 | 283 |
| 33,550 | 121 | 277 |
| 32,800 | 128 | 256 |
| 60,000 | 251 | 239 |
| 61,224 | 260 | 235 |
| 14,644 | 65 | 225 |
| 23,834 | 110 | 216 |
| 27,780 | 130 | 213 |
| 44,160 | 225 | 196 |

Average

243 square feet

Area per Car in Lots Employing Attendant-Parking

| Parking Area in Square Feet | Number of Cars | Area per Car in Square Feet |
|--------------------------------|----------------|--------------------------------|
| 24,645 | 98 | 251 |
| 25,725 | 110 | 234 |
| 11,620 | 50 | 232 |
| 16,200 | 70 | 231 |
| 17,925 | 78 | 229 |
| 19,236 | 85 | 226 |
| 33,575 | 147 | 221 |
| 29,335 | 133 | 220 |
| 27,109 | 128 | 211 |
| 15,500 | 75 | 206 |
| 32,640 | 163 | 200 |
| 12,780 | 65 | 196 |
| 15,225 | 78 | 195 |
| 13,800 | 73 | 189 |
| 16,900 | 85 | 187 |
| 25,320 | 135 | 187 |
| 17,289 | 95 | 182 |
| 15,380 | 86 | 178 |
| 12,000 | 70 | 171 |
| 9,900 | 58 | 170 |
| 10,150 | 60 | 169 |
| 19,792 | 118 | 167 |
| 8,180 | 55 | 148 |
| 7,656 | 60 | 127 |

Average

200 square feet

Comparison of per-car area required in 11 lots using self-parking and 24 lots using attendant-parking shows that driver-parking requires almost 25 per cent more space.

ONTARIO ASSOCIATION OF REAL ESTATE BOARDS

38TH

**SUNDAY
MONDAY
TUESDAY**

ANNUAL CONVENTION PROGRAMME

1960

**FEBRUARY
21-22-23**

SHERATON-BROCK HOTEL — Niagara Falls, Ontario

SUNDAY, FEBRUARY 21, 1960

- 9:00 a.m. Breakfast for O.A.R.E.B. Directors
- 9:00 a.m. Registration
- 10:00 a.m. Directors' Meeting
- 10:00 a.m. Secretaries' Council
- 2:00 p.m. Tour of Hydro Development
- 2 to 4 p.m. Secretaries' Council
- 7 to 8 p.m. Tour of Louis Tussaud Wax Museum
- 9:00 p.m. Honeymoon Party — Choral Group Entertainment
— Mary Schmon Singers

MONDAY, FEBRUARY 22, 1960

- 8:30 a.m. Registration Desk opens
- 9:15 a.m. Opening session
Chairman — Hugh Hart
Call to order — Hugh Hart
Invocation
Welcome to Conference — President of Realtors Association of Greater Niagara
Welcome to Conference
Welcome to Niagara Falls — Mayor of the City
Annual Report — H. W. Follows, Executive Secretary, O.A.R.E.B.
Welcome to Conference & Address — C. W. Rogers, F.R.I., President, O.A.R.E.B.
- 10:30 a.m. Business session
Chairman —
Speaker — C. W. Wright
Topic — "Let's Learn to Listen"
- 12:15 p.m. Board Presidents' Luncheon
President's remarks
Registrar's remarks — W. J. Richardson
Presentation — Achievement Award — Murray Bosley, F.R.I.
Presentation — Board of the Year Trophy — Bert Katz, F.R.I.
- 2:15 p.m. Business session
Chairman: To be announced
Residential Speakers Panel
Listings — G. Clemes, F.R.I., Toronto — 20 minutes
Selling — K. Raven, F.R.I., Kingston — 20 minutes
Financing — To be announced
- 3:30 p.m. Business session
Chairman — To be announced
Speakers Panel on Commercial, Industrial & Investment Real Estate

Commercial — S. Chambers, Hamilton
Industrial — P. J. Harvey, F.R.I., Brantford
Investment — G. Gray, Toronto

- 6:00 p.m. Champagne Party
- 7:00 p.m. Dinner, Entertainment, Dance

TUESDAY, FEBRUARY 23, 1960

- 8:30 a.m. Registration Desk opens
- 9:00 a.m. Business session
Round Table Session
Appraisal — R. A. Davis, Toronto
Joseph Strung, Toronto
Residential — R. Richardson, London
Bob Biggin, Toronto
Paul Ristow, Oshawa
Commercial & Industrial — Len Mason, Toronto
Bill Sanagan, Toronto
Advertising — A. Wiebe, Kitchener
- 9:00 a.m. Rural Realtors — C. R. Purcell, Toronto
- 11:00 a.m. 2 hour session for rural realtors only
- 11:15 a.m. Business session
Chairman — C. W. Rogers, F.R.I., President, O.A.R.E.B.
Amendments to constitution — E. B. Fleming, Sault Ste. Marie
Resolutions — S. J. Campbell, Hamilton
Election of Officers — F. N. McFarlane, Ottawa
- 12:15 p.m. Luncheon
Chairman — To be announced
Speaker — John A. "Buz" McTaggart, Niagara Falls
Topic — "Liabilities That Sell"
Presentation — C. K. Jutten Trophy
- 2:15 p.m. Business session
Chairman — To be announced
Speaker — James A. Lowden, President, C.A.R.E.B.
- 3:00 p.m. Business session
Chairman — To be announced
Speaker — Earl B. Teckemeyer
Topic — "The How of Selling Real Estate"
- 6:00 p.m. Reception
- 7:00 p.m. Final Banquet
Chairman — C. W. Rogers, F.R.I., President, O.A.R.E.B.
Installation of officers
Adjournment

Send us your registration coupon now . . . see page 23

MANAGER OUTLINES

Continued from page 21

- Such things as the recent NAREB Convention held in Toronto in November, for example, are encouraged by the board to aid each member.
- your lower than average yearly dues of \$15 entitles you to membership functions in the Ontario Association of Real Estate Boards, and the parent body, the Canadian Association of Real Estate Boards. If you really take advantage of your membership in these fine organizations you will benefit greatly.
- TREB has an excellent arbitration committee that will deal with any commission problem, fairly and impartially.
- you can subscribe to group insurance, of which many salesmen have already taken advantage.
- a strong advertising campaign helps each salesman in listing properties. It also aids, through photo co-op, to sell listings. The excellent photo co-op service (board fee is only .17%) puts nearly 3,000 potential salesmen to work on your listing, providing you have listed at market value.

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Toronto

HU. 1-3391

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TO THE

38th ANNUAL CONVENTION • SHERATON-BROCK HOTEL • NIAGARA FALLS

SUNDAY - MONDAY - TUESDAY

FEBRUARY 21-22-23, 1960

**Registration fee
includes everything —
all business sessions,
all luncheons—receptions—
all dinners—final banquet
and all entertainment**

**Brokers, salesmen and
salesladies \$35
Wives and Guests \$20
Daily Registration \$20**

**Make Cheques payable to
ONTARIO ASSOCIATION OF REAL ESTATE BOARDS**

**O.A.R.E.B. NIAGARA FALLS CONVENTION
FEBRUARY 21 - 22 - 23, 1960
NIAGARA FALLS, ONTARIO**

**TO: H. W. Follows,
Secretary O.A.R.E.B.
109 Merton Street,
Toronto 7, Ont.**

I plan to attend the conference, and enclose my cheque for \$..... to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me.

NAME STATUS
(Broker, Salesman, Guest)

ADDRESS CITY & PROV.

I am a member of the Board.

Hotel accommodation required ☐ Single ☐ Double

Arrival date and time Departure date and time

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME WIFE'S NAME

GALT - PRESTON - HESPELER



Head table guests at the Galt-Preston-Hespeler meeting were L-R: Nils Heijne, guest speaker; Jack Fraser, Preston; Norman McLeod, Galt; George Baines, Galt; and Syd Freeman, Preston.

GALT AREA TO EXPAND

An official of the Central Mortgage and Housing Corporation told the Galt-Preston-Hespeler Real Estate Board that starting in 1960, the Galt area will develop to an extremely large extent.

Speaking at a luncheon meeting, Nils Heijne, Senior Appraiser of the

CMHC (Kitchener area), claimed that the whole area under the Kitchener jurisdiction was due for large scale expansion.

Mr. Heijne stated that "Federal government approval was given in 1958 for land assembly projects in Galt, Renfrew and Brantford among other municipalities, and, these projects will provide a total of 1,814 fully serviced lots."

All this, plus interest indicated by outside sources, reflect quite optimistically on the 1960's picture for the Galt-Preston-Hespeler area.

EVERYBODY reads the **Spectator**

There are more Spectators sold in Hamilton DAILY than there are homes in the city.

FOR COMPLETE COVERAGE
AND QUICK ADVERTISING
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**SPECTATOR
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THE HAMILTON SPECTATOR
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PARK ELECTED HEAD - TORONTO SALES - DIVISION

Maurice Park, a salesman with A. E. LePage Ltd., Danforth Branch, was elected President of the Toronto Real Estate Board Salesmen's Division. The election was held in the Casa Loma November 25th.

Garth Webb, F.R.I., of Jack Key Ltd. was elected Vice-President and the following were chosen as Directors: Mrs. Reta Daniels, Harvey Keith Real Estate; Clifford Madden, Harry LePage & Sons Ltd. and Jack Pratt of Wm. Allan Real Estate Ltd.

There were more than 300 members at the meeting.

REGISTRAR WARNS REALTORS

W. J. Richardson, the Registrar of Real Estate licensing for Ontario, making a tour of the province. His itinerary has already included stops through the north and in November he paid a visit to a dinner meeting of the Simcoe & District Real Estate Board.

Mr. Richardson, in his address to the members, requested that each Broker notify the department whenever a salesman leaves his employment. "This will allow us to keep track of the salesman. In this way you will be protected from those salesmen who sometimes represent their former employer in a deal but are actually not in the employ of the broker."

Mr. Richardson also told the members that his department were not delving into their office records merely to see how well a broker was doing, but to help him keep his records straight and his listings up to date.

Andrew Hawreliak, Regional director of O.A.R.E.B., and Otto H. King, President of the Simcoe Chamber of Commerce also attended the meeting. Board President George Anger presided.

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or
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FURTHER ANNOUNCEMENTS WILL BE MAILED TO ALL MEMBERS OF THE APPRAISAL INSTITUTE AND UPON REQUEST TO OTHERS. WRITE TO
MEMBERS OF THE ABOVE COMMITTEE

OR

W. N. Mulock, B.Sc., Executive Director,
Appraisal Institute of Canada,
307 Childs Bldg.,
211 Portage Ave.,
Winnipeg 2, Man.

PERSON TO PERSON



come north

... the Whitehorse Star tells of a new subdivision being opened at mile 921, with lots 100' x 200' selling for \$150 to \$250. The newspaper article goes on to say "there are a couple of extra-large lots priced a little higher". If the Whitehorse Chamber of Commerce ever finds out that this mention appeared in the Realtor, they would probably emote: "Perhaps the lots are ridiculously low now, but just give us another ten years..."

no pets

... Vancouver Province's ace columnist Hugh Watson tells of "a local real estate salesman who has reason for crying the blues". Seems a deal for an English Bay penthouse worth \$100,000 collapsed because the new tenant "wasn't allowed to keep two small dogs on the premises"...

and there they go

... a clipping from the Sarnia Observer tells us that local Realtors recently sponsored a pigeon race to help publicize a muscular dystrophy drive. We hope to get a more comprehensive report from the Sarnia-Lambton Board on this unusual stunt in time for the January edition...

false alarm

... the National Capital Commission are razing buildings (some by fire) in order to create the now famous greenbelt which will encircle Ottawa. Gloucester township council are up in arms. Apparently motorists, spotting the fires, call the fire department. Said Firechief R. I. Birch, "We're wearing out our equipment going to these fires..."

leading localite

... Bette Cheevers, secretary of the St. Catharines - Niagara Board, recently gained some local prominence by being featured in a six-column spread in the St. Catharines Standard. Story tells of Bette's role in the board.

record first mortgage

... Webb & Knapp's Place Ville Marie will carry the largest first mortgage bond-issue ever placed on an office building in the world. Some \$35 millions will be involved, with Metropolitan Life Insurance Company accepting \$25 millions. The remaining \$18 millions will be financed internally by the principals. Total cost of the project is about \$75 millions...

snow hound

... a new "snow hound" now on the market is manufactured by Toro Manufacturing Company of Minneapolis. Claims are made that it will throw 1100 pounds of snow per minute, and that 225 feet of average sidewalk can be cleared in 15 minutes. Cost in the States \$109.95. May be of interest to property management Realtors...

CALENDAR

FEBRUARY 21 - 22 - 23

Ont. Assoc. R.E. Boards
Sheraton - Brock, Niagara Falls

MARCH 20th to 22nd
Appraisal Institute of Canada
Hamilton, Ont.

JUNE 3rd & 4th
B.C. Assn. R.E. Boards
Penticton, B.C.

Oil mortgages

... shades of hades ... Imperial Oil out in Vancouver are going into the mortgage business! s'truth. The Company is offering to loan seconds to any new home owner who has an oil furnace and buys Imperial furnace oil. Interest rate to be same as first mortgage, but no lower than 6%...

got a house?

... rumours persist that an Ontario loan company will soon offer second mortgage loans in exchange for expense paid trip to Europe, Hawaii or wherever. Already some Toronto Brokers take seconds on new homes for swimming pools, furniture, appliances, even cars...

A LETTER FROM THE CHAIRMAN EDITORIAL COMMITTEE - CAREB

As 1959 draws to a close, I feel that in some small measure The Canadian Realtor has served you well, providing enjoyable reading together with constructive reports and suggestions covering the ever-changing real estate market.

The extra-ordinary growth of The Canadian Association of Real Estate Boards has created for your Editorial Committee a number of new problems. We have made mistakes and we are ever mindful of the challenge that our goal is to create a publication of which we all can be justly proud.

Throughout the year we have welcomed your constructive criticism and suggestions. I take this opportunity of thanking you for this co-operation and encourage you to keep up the good work. This is your publication and you can share in its editorial content through your continued support in providing your Editor with interesting articles and news items.

On behalf of your Committee and Staff, I extend to Realtors across Canada our sincere best wishes for a happy and prosperous New Year.

B. E. Willoughby
Chairman, Editorial Committee

REAL ESTATE DIRECTORY



TOP FLIGHT REAL ESTATE CONNECTIONS FROM COAST-TO-COAST

General Real Estate

- **BARRIE, ONT.**
Rogers and Connell
One Dunlop East (PA 8-5568)
- **BRANDON, MAN.**
Hughes & Co. Ltd.,
125 - 10th Street.
- **CALGARY, ALTA.**
Burn-Weber Agencies,
218 Seventh Ave. W.
Cote & Hunt Ltd.,
41 Hollinsworth Bldg.
- **EDMONTON, ALTA.**
Spencer & Grierson Ltd.,
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Weber Bros. Agencies Ltd.,
10013 - 101A Ave.
- **FORT WILLIAM, ONT.**
Willport Realty Limited,
Fort William - Port Arthur.
- **NANAIMO, B.C.**
December Roses on the Blue Pacific
Nanaimo Realty Co. Ltd.,
Nanaimo Realty Block.
- **NIAGARA FALLS, ONT.**
David D. McMillan, Limited,
1916 Main Street.
- **OSHAWA, ONT.**
Lucas Peacock, Realtor,
556 Simcoe St. N.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.
Realtors, 197 Sparks Street,
Ottawa, Ont., Phone CE. 6-7101.
P. Hubert McKeown,
McKeown Realities Ltd.,
169 Somerset St. W. (CE. 2-4806).
- **PETERBOROUGH, ONT.**
Irwin Sargent and Lowes,
441 Water Street.
- **QUEBEC, QUE.**
Ross Brothers & Company Limited,
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LAfontaine 2-4091
- **SUMMERSIDE, P.E.I.**
Prince County-Realities Ltd.,
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- **VANCOUVER, B.C.**
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- **WINDSOR, ONT.**
U. G. Reume Ltd.,
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176 University St. West,

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- **TORONTO, ONT.**
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- **ST. CATHARINES, ONT.**
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| 3 | Successful Real Estate Advertising | Morton McDonald | 5.50 |

APPRAISAL

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|----|--|----------------------------|---------|
| 10 | Appraisal Manual | McMichael | \$ 6.90 |
| 11 | The Appraisal Process | Schmutz | 6.00 |
| 12 | Condemnation Appraisal Handbook | Schmutz | 7.00 |
| 13 | Appraisal Guide | Society of Res. Appraisers | 1.25 |
| 14 | Appraisal Terminology & Handbook | A.I.R.E.A. | 6.00 |
| 15 | Estimating Building Costs | Dingman | 6.00 |
| 16 | Farm Appraisal | Murray | 5.50 |
| 17 | How to Value Real Estate | Teckemeyer | 5.50 |
| 18 | Manual of Appraisals | Boeckh | 18.20 |
| 19 | Selected Readings in Real Estate Appraisal | A.I.R.E.A. | 9.00 |
| 20 | Valuation of Residential Real Estate | May | 5.90 |
| 21 | 152 Problems in Appraisal With Solutions | A.I.R.E.A. | 4.50 |
| 22 | National Construction Estimator | Cal. Pacific Estimators | 3.50 |

FARMING

Several texts are available upon request.

FINANCE

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| 46 | Elements of Accounting | Ferguson & Crocombe | 2.75 |
| 47 | How to Finance Real Estate | McMichael & O'Keefe | 7.00 |
| 48 | Farm Records & Accounts | Efferson | 4.50 |
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MANAGEMENT

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| 122 | The Modern Concept of Real Estate Admin. | Calif. Assn. | 2.50 |

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